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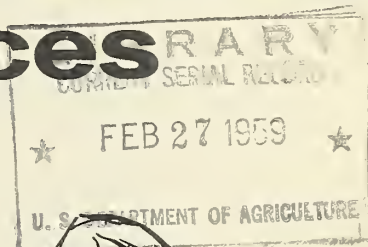


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# CONSUMER PURCHASES OF

# Selected Fruits and Juices

October 1958



CPFJ 74

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON, D.C.



## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
OCTOBER 1958

: The data in this report represent estimated total purchases :  
: by household consumers only and do not include those by hotels, :  
: restaurants, hospitals, or other institutional outlets. Data for:  
: single months are for 4-week periods (28 days) to permit compari-:  
: sons between periods of equal length. :

SUMMARY

Household purchases of frozen concentrated juices in October 1958 fell 30 percent from the high level of October 1957. <sup>1/</sup> The decline reflected a drop of 36 percent in purchases of frozen orange concentrate. This, however, was partially offset by greater buying of other frozen concentrated juices. Buying of frozen concentrated lemonade reached a record high for this month.

Purchases of canned single-strength juices were down about 12 percent from October 1957. Moderate to heavy declines in buying of pineapple, prune, orange, and grapefruit juices and orangeade more than counterbalanced increased purchases of lemon, tomato, and single-strength juices not individually reported.

The quantity of fresh lemons bought in October 1958 was somewhat less than the October 1957 volume and fresh oranges and grapefruit were down substantially. Purchases of canned grapefruit sections, however, increased about one-fourth over October 1957.

The lower level of purchases of fresh and processed oranges and grapefruit in October 1958 was associated with smaller than average crops in the past 2 seasons and a late maturing of the 1958-59 crop. The indicated 1958 prune crop was also considerably below average.

Changes in product coverage: Reporting of household purchases of pineapple-grapefruit drink is initiated, and reporting of pineapple juice (discontinued as of September 1956) is resumed in this issue of the consumer purchase series. Purchase and price data were obtained for both products for 1956-57 and 1957-58. These 2 products were previously included in "other single-strength juices." Therefore, data for other single-strength juices in this report are not comparable with those shown in prior reports.

Purchase data for frozen concentrated grapefruit juice, frozen single-strength lemon juice, shelf-pack lemonade, and frozen concentrated orangeade were not obtained after September 1958. Data on retail availability of these 4 products, however, will continue to be presented in the publication, "Availability of Selected Fruits and Juices in Retail Food Stores," issued twice yearly. The classification of "other frozen concentrated juices" now includes frozen grapefruit concentrate, and hence is not comparable to data shown in September 1958 and prior reports.

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<sup>1/</sup> All data in this report are for 28-day periods to facilitate comparisons.

Separate tables are now presented for most products for which data are obtained. In addition, purchases, prices paid, and the percentage of families buying are shown graphically for products bought in larger volumes.

#### CONCENTRATED JUICES AND ADES

Household purchases of frozen concentrated orange juice in October 1958 declined 36 percent or 2.1 million gallons from the October 1957 level, and 26 percent from the October 1954-56 average (table 7 and fig. 1). The drop in purchases from a year earlier reflected a decline of 6.5 percentage points in the proportion of families buying and 1.8 6-ounce cans in the size of the average buying family's purchase (fig. 16). Prices paid in October 1958 averaged 24.8 cents per can, up 9.6 cents from a year earlier and 8.2 cents from the October 1954-56 average.

A 4-ounce serving of orange juice prepared from frozen concentrate cost consumers about 4.1 cents in October 1958, 1.6 cents more than a year earlier. Buying family expenditures averaged \$1.58 for the month, an increase of 27 percent over the amount spent in October 1957. Total consumer expenditures, however, because of fewer families buying, rose only about 4 percent.

Purchases of frozen concentrated juices except orange increased 28 percent or 174,000 gallons over the October 1957 level. About 19.5 cents was paid, on the average, for a 6-ounce can of these juices (table 12).

Frozen concentrated lemonade was purchased in record volume in October 1958. Buying was up 12 percent from the preceding October and 70 percent from the 3-year October average. The gain over a year earlier reflected a greater proportion of families buying, along with a larger average purchase per buying family. About 11 cents was paid for a 6-ounce can of the product, 0.5 cent less than in October 1957. The average expenditure for families buying the product remained the same as in October 1957, but total consumer expenditures for the month were up about 8 percent (table 8 and fig. 2).

#### SINGLE-STRENGTH JUICES, ADES AND DRINKS

The total quantity of chilled orange juice purchased, the proportion of families buying, and the average size of purchase per buying family in October 1958 were about the same as in October a year earlier. Prices paid, however, were up 5.5 cents to 41.8 cents per quart, the highest yet reported since this series began in 1956 (table 13 and fig. 3).

A 4-ounce serving of chilled orange juice cost consumers 5.2 cents, 0.7 cent more than in October 1957. The individual buying family spent about \$1.63 for chilled orange juice in October, 12 percent more than a year earlier. Total consumer expenditures for the month increased about 14 percent.

The quantity of canned single-strength orange juice bought for home use in October 1958 was about 22 percent less than in October 1957. There was a drop of close to 2 percentage points in the proportion of families buying and a moderate decline in average size of purchase per buying family. About 39 cents was paid for a 46-ounce can of this product, 8.5 cents more than in



October 1957 and the highest reported since 1949. A 4-ounce serving of single-strength orange juice cost householders 3.4 cents in October 1958, compared with 2.7 cents in October 1957. Buying families on the average spent 78 cents for canned single-strength orange juice during October 1958, 23 percent more than a year earlier. Total consumer expenditures for the month, however, were almost the same as in October 1958 (table 14 and fig. 4).

Household purchases of canned single-strength grapefruit juice dropped about one-fourth from October 1957. Purchases per buying family averaged about 2 cans (46-ounce) or 6-percent less than a year earlier, and the proportion of families buying declined sharply. Prices paid averaged 35 cents per 46-ounce can, 7.6 cents more than in October 1957 and the highest reported since 1950. The average family spent about 70 cents for canned single-strength grapefruit juice in October 1958, 19 percent more than a year earlier. With fewer families buying, however, total expenditures were down moderately (table 15 and fig. 5).

Purchases of canned single-strength lemon juice, up 23 percent from October 1957, were at a record high level for the month of October. The gain was associated with a larger proportion of families buying and an increase in the size of the average buying family's purchase. About 9.7 cents was paid for a 5½-6-ounce can of the juice, 1.4 cents less than a year earlier and the lowest reported since mid-1952. The average buying family spent about 32 cents for lemon juice during October 1958, 3 cents less than in the preceding October. Total expenditures for the product, however, rose about 7 percent (table 16 and fig. 6).

Householders bought 8 percent less prune juice in October 1958 than in the corresponding month a year earlier, reflecting a smaller proportion of families buying along with a lower volume of purchases per buying family. About 36.7 cents was paid in October 1958 for a quart of prune juice, 3.7 cents more than a year earlier. This was the highest price paid since this series began in 1949. In October 1958 the average buying family spent 83 cents for prune juice, 8 percent more than in October 1957; however, total consumer expenditures remained about the same (table 19 and fig. 7).

Pineapple juice was purchased in slightly smaller volume in October 1958 than a year earlier. The decline was associated with a smaller proportion of families buying the product. Prices paid, about 30.5 cents per 46-ounce can, rose about 1 cent from October 1957 and 3 cents from the 1954-56 October average. The average buying family spent about 57 cents for pineapple juice in October 1958, 13 cents less than for single-strength grapefruit juice and 21 cents less than for single-strength orange juice. Total consumer expenditures for pineapple juice during the month were almost the same as in October 1957 (table 17).

Tomato juice purchases increased 12 percent from the October 1957 level. The gain was associated with some increase in the proportion of families buying, and a sizeably larger average purchase per buying family. Prices paid for tomato juice averaged 27.8 cents per 46-ounce can, 0.8 cent higher than a year earlier. About 56 cents was spent for tomato juice in October 1958

by the average family buying the product, 12 percent more than a year earlier. Total consumer expenditures for the month increased about 16 percent (table 20 and fig. 8).

Purchases of single-strength juices other than the 6 individually reported increased 8 percent over October 1957, and represented 24 percent of the household consumer market compared with 20 percent a year earlier. Prices paid averaged 38 cents per 46-ounce can (table 12).

The quantity of single-strength orangeade householders purchased in October 1958 was 17 percent smaller than the October 1957 volume. The decline reflected a smaller proportion of families buying. Prices paid averaged 29.3 cents per 46-ounce can, an increase of 1.3 cents over October 1957. Buying families spent about 74 cents for single-strength orangeade in October 1958 compared with 67 cents in October 1957. Total consumer expenditures for the month were down about 14 percent (table 21 and fig. 9).

The quantity of pineapple-grapefruit drink bought for home use in October 1958 was about one-third greater than the October 1957 volume, and more than 3 times greater than the October 1956 volume. The gains reflected continued increases in the proportion of the Nation's families buying this product. About 30 cents was paid for a 46-ounce can of the drink, slightly more than in October 1957. The average buying family spent about 61 cents for pineapple-grapefruit drink in October 1958 (table 18).

#### FRESH AND CANNED FRUIT

About half as many fresh oranges were purchased in October 1958 as in October 1957. Buying of California-Arizona oranges was off 38 percent and Florida oranges, off 80 percent. Purchases of Texas oranges and others not identified as to area of production were also substantially less. The declines were associated with fewer families buying and smaller purchases per buying family (fig. 17). Prices paid averaged 64.7 cents per dozen, about 18 cents more than a year earlier. California-Arizona oranges were up about 15 cents per dozen and Florida oranges, about 20 cents. The average buying family spent about \$1.08 for oranges in October 1958 compared with 91 cents in October 1957. Total consumer expenditures for the month, however, were about one-third less than a year earlier (tables 22-24 and figs. 10-12).

Household purchases of fresh grapefruit amounted to about one-fourth of the October 1957 volume. Consumers paid an average \$1.34 for a dozen grapefruit, 43 cents more than a year earlier. Prices paid for Florida grapefruit, which comprised about half the total October purchase volume, averaged \$1.22, up 29 cents a dozen. About 58 cents was spent for grapefruit in October 1958 by the average family buying the fruit, almost the same as a year earlier. Total consumer expenditures for the month, however, were down about 60 percent (tables 25-27 and fig. 13).

Buying of fresh lemons for home use in October 1958 declined a little from the October 1957 volume. The decline was associated with a smaller proportion of families buying, but there was some increase in the average size



of purchase. Lemons were bought at an average price of 43.9 cents a dozen, slightly less than in the preceding October. The average family buying lemons spent about 39 cents for the fruit in both October 1957 and 1958. Total consumer expenditures in October 1958, however, were about 5 percent less than in October 1957 (table 29 and fig. 15).

Purchases of canned grapefruit sections in October 1958 were the highest since October 1956 when this series was initiated. Purchases were up 22 percent from October 1957, reflecting a gain in both the proportion of families buying and in the size of the average buying family's purchase. Buying families spent about 72 cents for canned grapefruit sections in October 1958, 22 percent more than a year earlier. Total consumer expenditures for the month were up a third from October 1957 (table 28 and fig. 14).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, October 1958 and 1957 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	1,000	1,000									
	gallons	gallons	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents	Cents
Frozen juices:											
Orange	3,743	5,851	2.2	2.2	17.4	22.2	24.4	30.9	6	24.8	15.2
Other	801	627	1/	1/	13.6	1/	1/	1/	6	19.5	2/
Total	4,544	6,478	2.5	2.4	16.6	21.0	27.7	32.9			
Frozen ades:											
Lemon	467	415	1.6	1.5	19.4	19.7	3.8	3.6	6	11.0	11.5
Lime	2/	1/	2/	1/	2/	1/	.4	1/	6	2/	1/
Shelf-pack orangeade	2/	123	2/	1.8	2/	17.4	.9	1.0	6	2/	17.2

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, October 1958 and 1957 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	1,000	1,000									
	gallons	gallons	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents	Cents
Chilled orange juice	1,782	1,794	3.3	3.2	37.8	39.9	3.6	3.5	32	41.8	36.3
	1,000	1,000									
	cases 1/	cases 1/	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents	Cents
Canned juices:											
Orange	996	1,268	1.7	1.6	54.2	59.9	9.1	10.9	46	39.1	30.6
Grapefruit	706	959	1.6	1.5	57.2	65.2	6.6	8.1	46	35.0	27.4
Lemon	59	48	1.2	1.3	16.3	14.4	2.4	2.2	5½-6	9.7	11.1
Prune	613	666	1.8	1.9	40.2	39.4	7.1	7.7	32	36.7	33.0
Pineapple	1,201	1,248	1.4	2/	62.0	2/	11.6	12.2	46	30.5	29.6
Tomato	1,867	1,663	1.5	1.5	62.4	57.0	17.0	16.5	46	27.8	27.0
Other	1,746	2,328	1.8	2/	44.0	2/	18.5	2/	46	38.0	2/
Total	7,188	8,180	2.5	2.6	52.1	53.3	46.3	50.1			
Single-strength orangeade	408	494	1.7	1.6	68.7	68.8	3.1	3.9	46	29.3	28.0
Pineapple-grapefruit drink	935	718	1.4	2/	67.2	2/	8.5	6.8	46	30.0	29.8

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.



Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, October 1958 and 1957 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	1,000 boxes	1,000 boxes	Number	Number	Ounces	Ounces	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	525	842	2.0	1.9	10.3	11.6	11.6	17.8	68.4	53.1
Florida	85	427	1.5	1.5	10.5	13.6	2.1	9.0	58.8	39.0
Unidentified	93	200	1.3	1.3	10.9	12.4	3.1	5.6	60.5	40.9
Total 1/	750	1,526	1.9	1.9	10.6	12.3	16.3	29.0	64.7	46.9
Fresh grapefruit:										
California-Arizona	2/	156	2/	1.5	2/	5.1	.9	3.0	2/	80.7
Florida	133	628	1.4	1.6	3.7	4.5	4.4	13.3	121.6	92.3
Unidentified	101	327	1.3	1.4	3.5	4.2	3.8	8.6	134.9	94.2
Total 1/	291	1,152	1.4	1.7	3.7	4.5	9.0	22.7	134.0	90.8
Lemons	248	259	1.6	1.6	6.7	6.6	16.0	17.2	43.9	44.1
Limes	2/	3/	2/	3/	2/	3/	.1	3/	2/	3/
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	345	282	1.5	1.3	38.0	38.9	5.7	5.2	20.3	18.7

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.  
4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.		2,162		3,981		750		308		7,201
Dec.		3,039		3,649		595		295		7,578
Oct.-Dec.		7,343		12,557		2,218		983		23,101
Jan.		2,666		3,557		836		390		7,449
Feb.		2,670		3,401		809		396		7,276
Mar.		2,297		3,353		976		417		7,043
Oct.-Mar.		15,578		23,750		5,100		2,300		46,728
Apr.		1,884		3,090		937		344		6,255
May		1,686		3,030		893		336		5,945
Jun.		1,125		2,570		827		334		4,856
Oct.-Jun.		20,651		33,149		7,954		3,387		65,141
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,363		78,985

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.		1,726		667		164		2,557
Dec.		1,825		554		134		2,513
Oct.-Dec.		5,146		2,099		513		7,758
Jan.		2,000		722		199		2,921
Feb.		2,336		639		185		3,160
Mar.		2,193		596		159		2,948
Oct.-Mar.		12,266		4,209		1,091		17,566
Apr.		1,638		657		187		2,482
May		1,085		610		203		1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

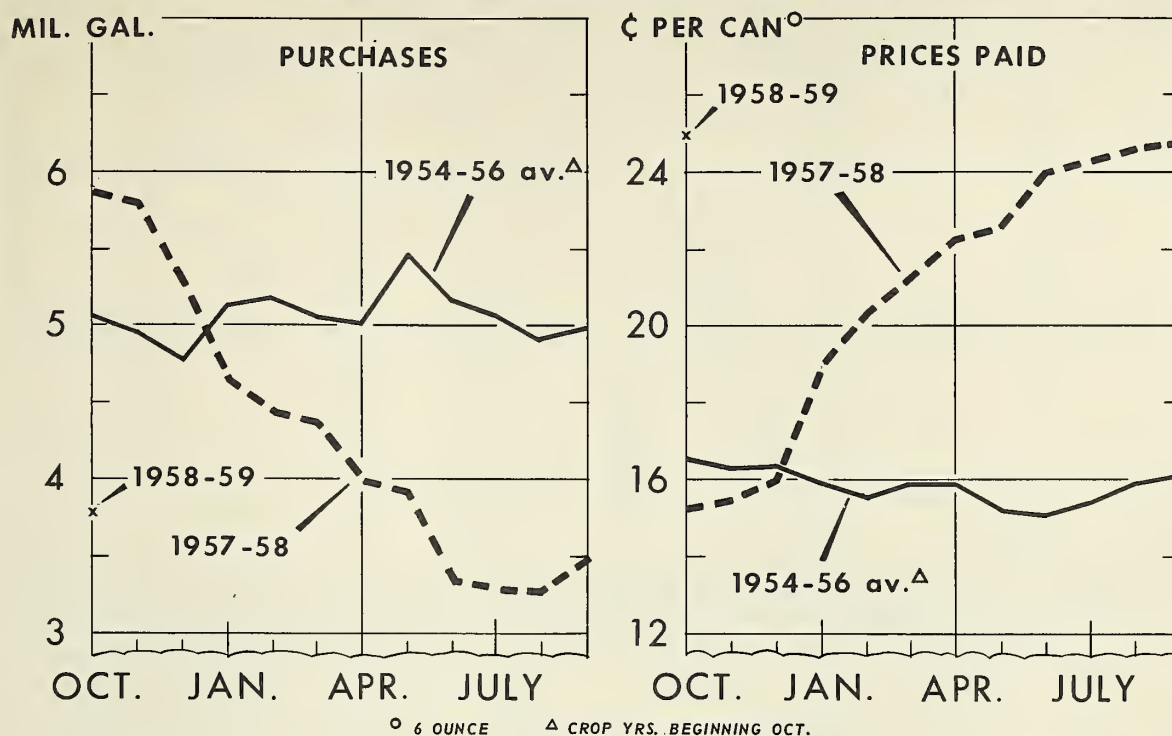
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	248	259	61	49	99	88	408	396
Nov.		226		46		48		320
Dec.		243		52		43		338
Oct.-Dec.		790		161		188		1,139
Jan.		261		39		38		338
Feb.		242		48		40		330
Mar.		251		56		46		353
Oct.-Mar.		1,604		313		327		2,244
Apr.		295		57		92		444
May		363		70		235		668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-58 (12) AGRICULTURAL MARKETING SERVICE

Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

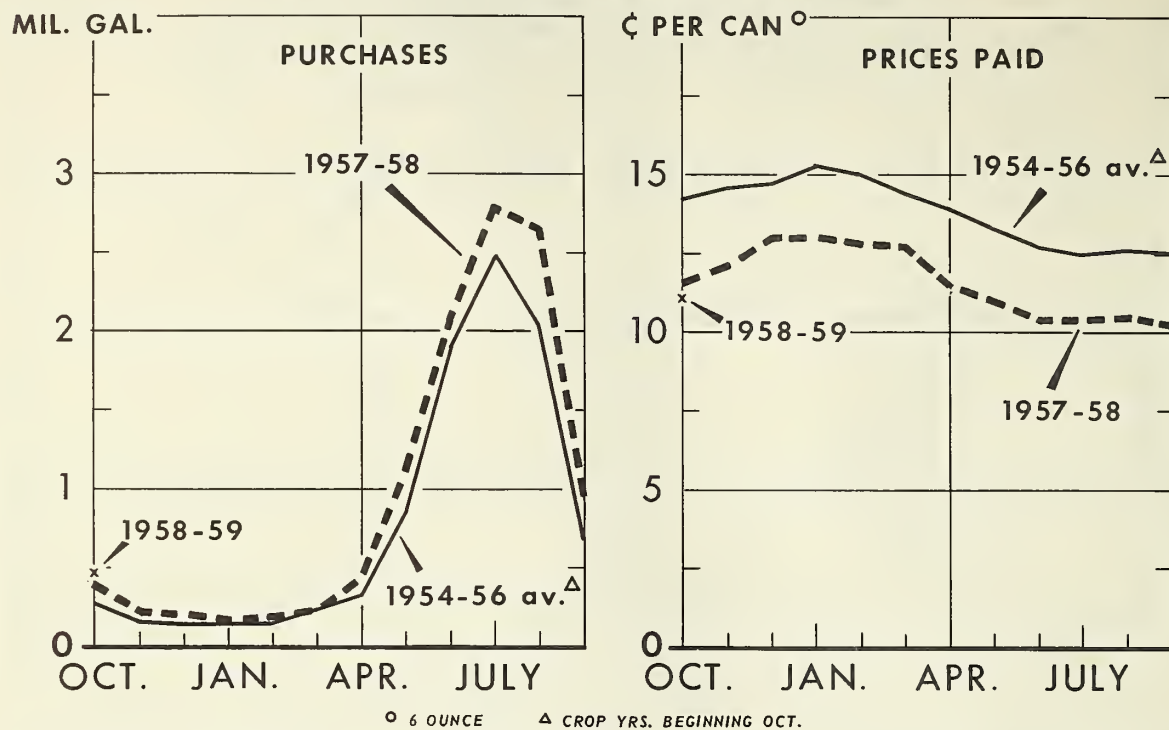
Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.		5,770	4,955		31.2	28.6		15.4	16.3
Dec.		5,288	4,751		29.3	28.9		15.9	16.4
Oct.-Dec.		18,198	15,902						
Jan.		4,626	5,122		27.9	27.9		18.9	15.9
Feb.		4,423	5,179		28.0	28.3		20.3	15.5
Mar.		4,360	5,043		26.7	27.7		21.2	15.8
Oct.-Mar.		32,753	32,579						
Apr.		3,992	5,006		25.2	28.0		22.2	15.8
May		3,915	5,441		24.2	30.8		22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FROZEN CONCENTRATED LEMONADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-58 (12) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.		228	163		2.3	1.9		12.0	14.6
Dec.		203	147		2.4	1.9		12.9	14.7
Oct.-Dec.		891	626						
Jan.		181	150		2.3	2.1		12.9	15.2
Feb.		191	153		2.3	1.9		12.7	15.0
Mar.		216	217		2.1	2.8		12.6	14.4
Oct.-Mar.		1,548	1,188						
Apr.		434	320		4.7	3.5		11.4	13.9
May		1,115	846		8.8	8.5		10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period <u>1/</u>	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	<u>1,000</u> <u>gallons</u>	<u>1,000</u> <u>gallons</u>	<u>1,000</u> <u>gallons</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.		2/	2/		.8	.8		2/	2/
Dec.		2/	87		.8	1.0		2/	17.3
Oct.-Dec.		342	304						
Jan.		109	2/		1.0	.9		16.9	2/
Feb.		106	2/		1.0	.9		17.0	2/
Mar.		96	2/		1.0	.8		17.6	2/
Oct.-Mar.		678	576						
Apr.		127	124		1.2	1.1		19.0	17.1
May		153	85		1.3	1.0		17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period <u>1/</u>	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	<u>1,000</u> <u>gallons</u>	<u>1,000</u> <u>gallons</u>	<u>1,000</u> <u>gallons</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.		6,405	5,434		33.5	30.1
Dec.		5,936	5,243		31.9	30.7
Oct.-Dec.		20,232	17,541			
Jan.		5,408	5,692		30.9	29.7
Feb.		5,276	5,753		31.2	30.1
Mar.		5,181	5,652		30.0	29.6
Oct.-Mar.		37,466	36,129			
Apr.		4,876	5,574		28.9	29.9
May		4,685	6,057		27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average 1954-55/1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	8,180	7,003	46.3	50.1	46.6	15.0	13.5	13.4
Nov.		8,186	6,714		50.7	45.9		13.5	13.5
Dec.		7,047	6,480		47.1	46.0		13.8	13.7
Oct.-Dec.		25,166	21,817						
Jan.		8,435	7,247		50.9	47.2		13.4	13.5
Feb.		8,471	7,466		51.3	47.7		13.5	13.3
Mar.		8,940	7,561		52.0	49.0		13.7	13.3
Oct.-Mar.		53,313	46,020						
Apr.		8,584	7,491		51.5	48.2		13.9	13.3
May		8,898	7,589		51.4	48.2		13.9	13.3
Jun.		8,790	7,547		51.3	49.1		14.0	13.4
Oct.-Jun.		81,539	70,512						
Jul.		8,321	7,391		51.4	47.8		14.4	13.6
Aug.		7,985	7,030		47.6	47.6		14.4	13.6
Sep.		7,503	6,930		46.9	45.9		14.7	13.6
Season		107,196	90,183					13.9	13.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

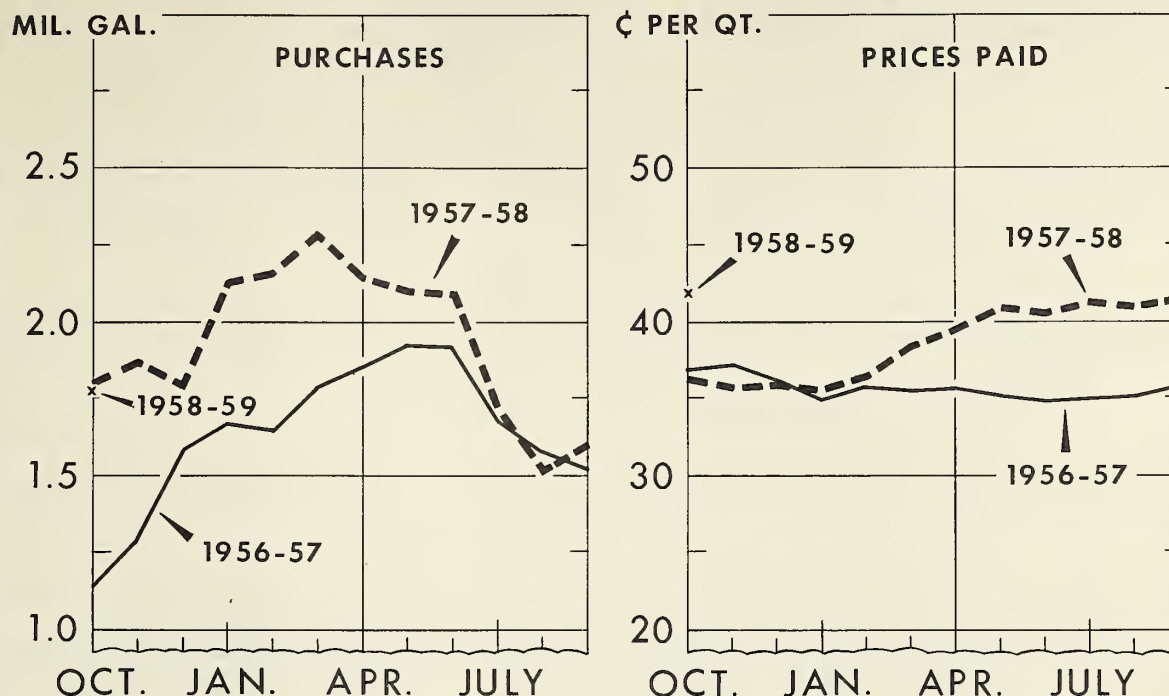
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.		635	450		1,439	1,293
Dec.		648	503		1,441	1,354
Oct.-Dec.		2,034	1,631		4,823	4,274
Jan.		782	578		1,652	1,440
Feb.		853	599		1,694	1,487
Mar.		821	633		1,924	1,519
Oct.-Mar.		4,713	3,599		10,564	9,131
Apr.		884	538		1,833	1,397
May		770	598		1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-58 (12) AGRICULTURAL MARKETING SERVICE

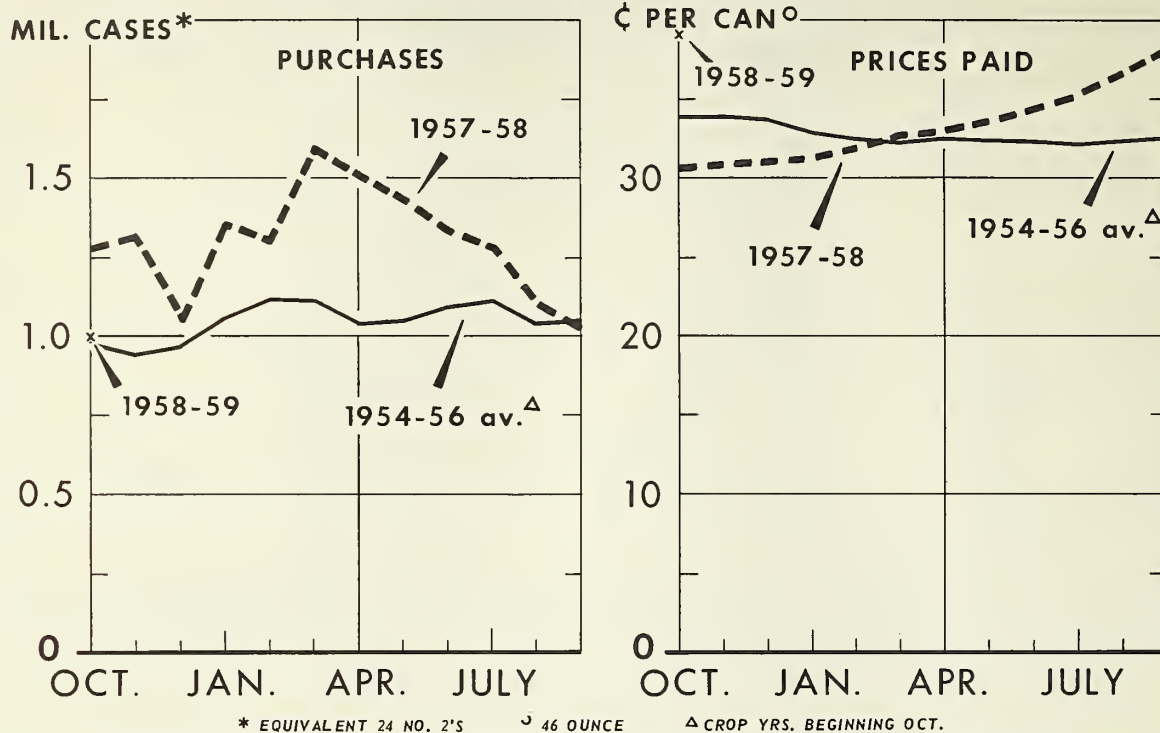
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 3/	Cents 3/
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.		1,869	1,296		4.1	2.7		35.8	37.3
Dec.		1,786	1,579		3.5	3.3		35.9	36.1
Oct.-Dec.		5,958	4,398						
Jan.		2,129	1,666		4.3	3.2		35.4	35.0
Feb.		2,163	1,650		4.7	3.6		36.4	35.7
Mar.		2,277	1,794		4.8	3.4		38.4	35.5
Oct.-Mar.		13,153	9,968						
Apr.		2,147	1,858		4.4	3.6		39.6	35.6
May		2,099	1,937		4.2	3.5		40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-58 (12) AGRICULTURAL MARKETING SERVICE

Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

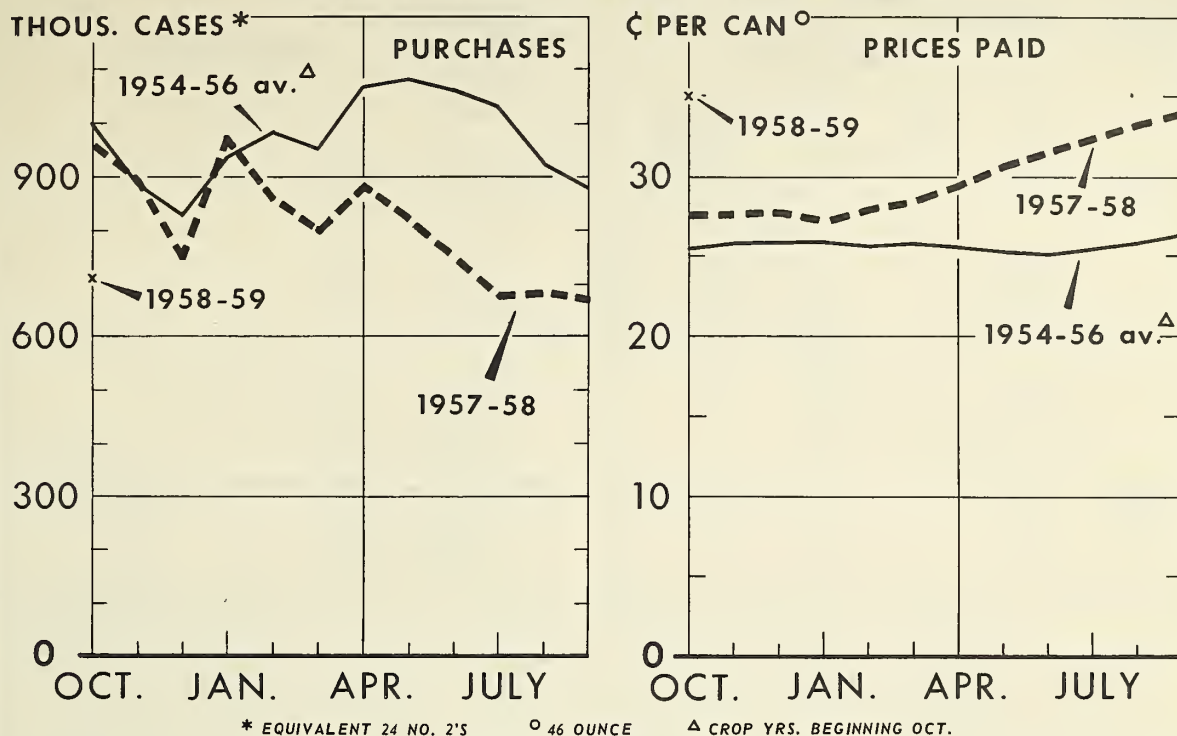
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	.978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.		1,313	.944		11.5	8.0		30.7	33.8
Dec.		1,042	.968		9.6	7.9		30.9	33.5
Oct.-Dec.		3,885	3,121						
Jan.		1,353	1,055		11.8	8.0		31.1	32.7
Feb.		1,309	1,118		11.0	9.1		31.7	32.3
Mar.		1,580	1,113		11.8	9.1		32.6	32.2
Oct.-Mar.		8,548	6,685						
Apr.		1,504	1,033		11.4	9.2		32.8	32.4
May		1,433	1,046		11.0	8.1		33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-58 (12) AGRICULTURAL MARKETING SERVICE

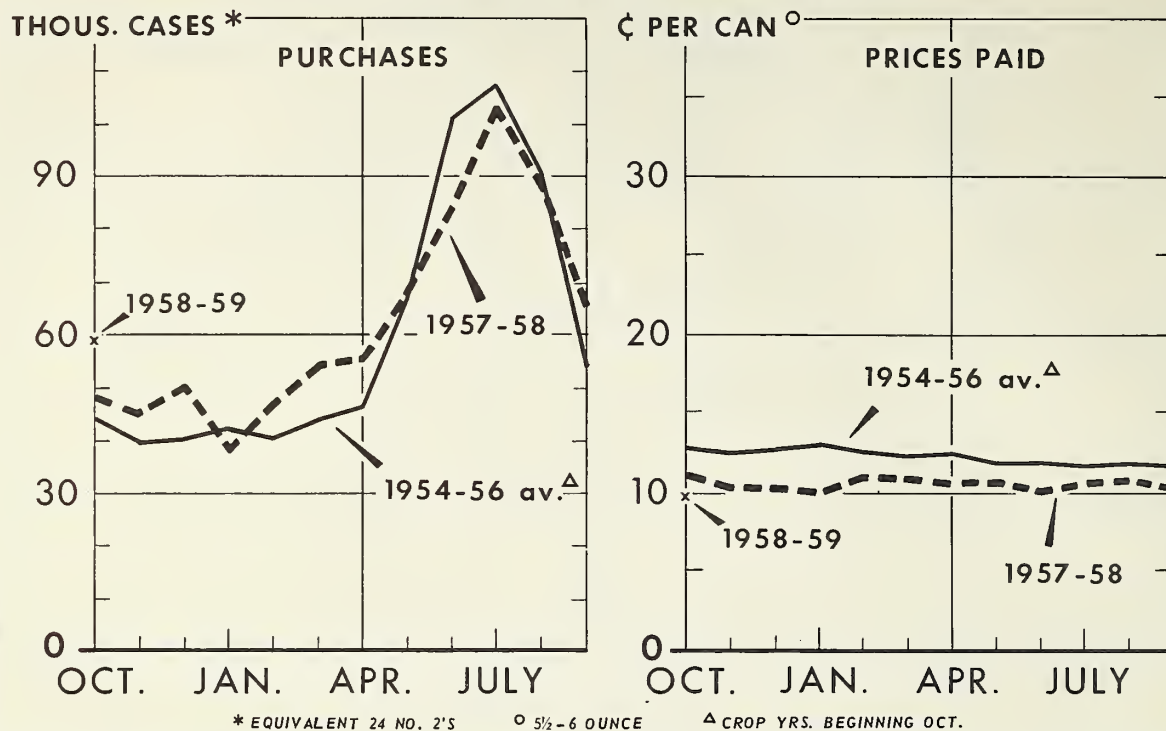
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.		894	883		7.8	7.2		27.4	25.9
Dec.		743	824		6.6	6.6		27.6	25.9
Oct.-Dec.		2,814	2,927						
Jan.		967	938		8.5	7.9		27.3	25.9
Feb.		855	983		7.7	8.1		28.1	25.7
Mar.		798	950		6.9	7.3		28.4	25.9
Oct.-Mar.		5,639	6,037						
Apr.		879	1,069		7.8	8.3		29.5	25.7
May		815	1,083		7.4	8.1		30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH LEMON JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-58 (12) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.		45	39		2.0	1.8		10.3	12.4
Dec.		50	40		2.3	2.0		10.3	12.7
Oct.-Dec.		156	137						
Jan.		38	42		1.9	2.1		10.0	13.1
Feb.		47	40		2.2	2.0		11.1	12.8
Mar.		54	44		2.3	2.5		11.0	12.4
Oct.-Mar.		304	274						
Apr.		55	46		2.6	2.3		10.4	12.5
May		68	67		3.1	2.9		10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.		1,277	1,220		12.9	12.6		29.0	28.4
Dec.		1,121	1,174		11.0	12.4		29.3	28.4
Oct.-Dec.		3,886	4,027						
Jan.		1,264	1,285		12.1	12.5		29.3	28.1
Feb.		1,304	1,424		12.4	12.7		28.5	27.7
Mar.		1,297	1,400		12.4	12.9		29.1	27.5
Oct.-Mar.		8,046	8,507						
Apr.		1,172	1,388		11.8	12.5		29.6	27.4
May		1,368	1,312		12.6	11.2		29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

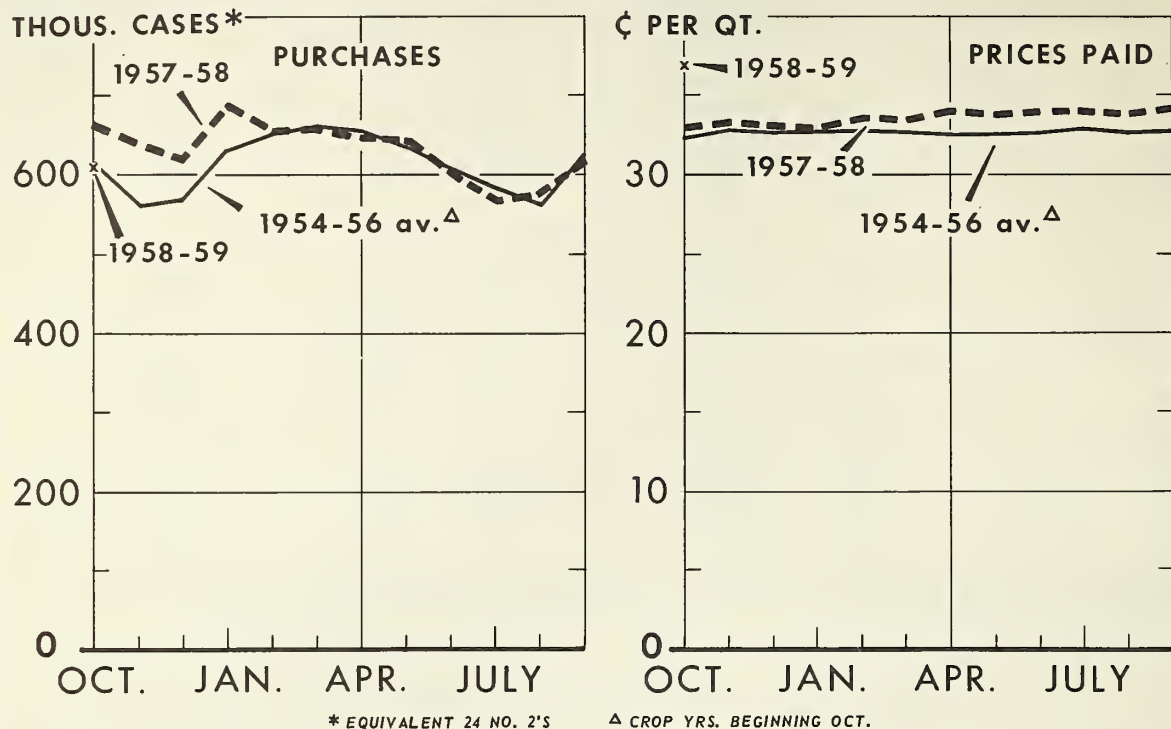
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.		599	232		6.0	2.2		30.4	28.2
Dec.		471	186		5.0	2.4		31.1	28.6
Oct.-Dec.		1,911	764						
Jan.		585	272		5.9	2.8		30.4	29.2
Feb.		748	309		6.9	3.4		29.6	29.2
Mar.		755	423		6.9	3.9		29.4	29.3
Oct.-Mar.		4,183	1,850						
Apr.		621	443		6.3	4.4		30.9	29.2
May		808	549		7.3	5.7		30.2	27.9
Jun.		1,608	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-58 (12) AGRICULTURAL MARKETING SERVICE

Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

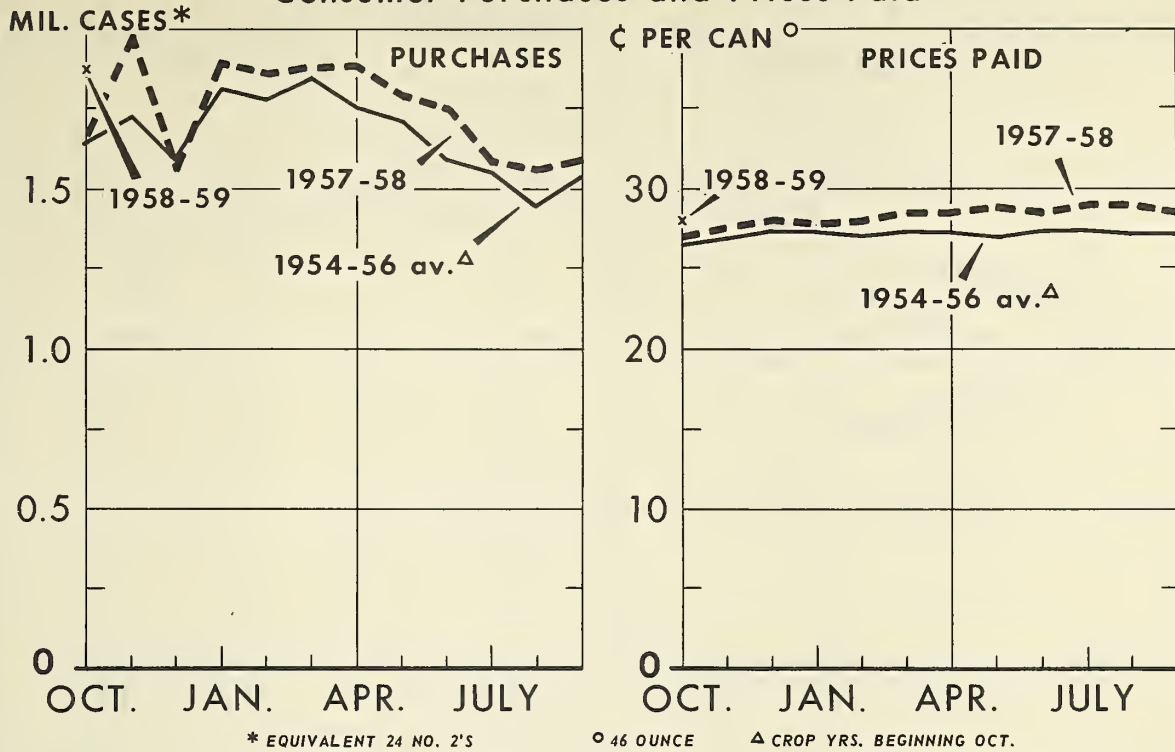
Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.		634	562		7.4	7.6		33.2	32.8
Dec.		619	569		7.3	7.6		33.1	32.7
Oct.-Dec.	2,047	1,872							
Jan.		684	629		7.7	7.8		32.9	32.7
Feb.		655	651		7.5	7.6		33.6	32.7
Mar.		659	660		7.6	8.9		33.4	32.6
Oct.-Mar.	4,205	3,972							
Apr.		644	653		7.4	8.0		34.0	32.4
May		642	636		7.0	7.4		33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.	6,200	6,011							
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season	8,091	7,923						33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-58 (12) AGRICULTURAL MARKETING SERVICE

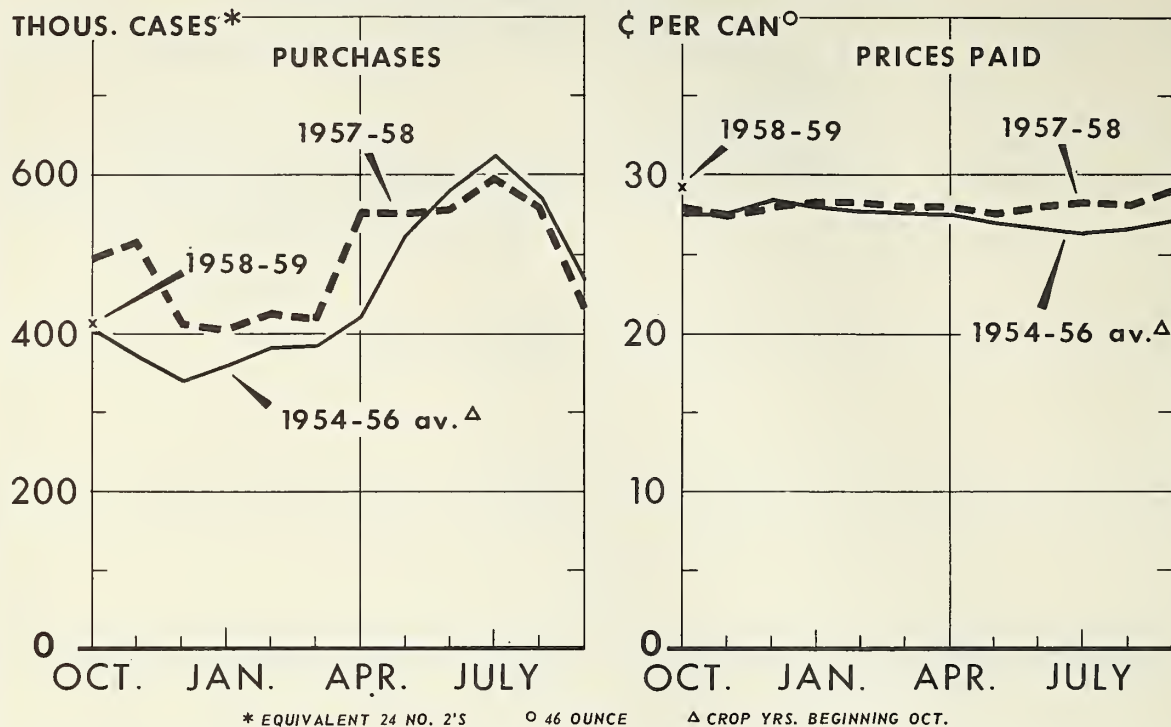
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.		1,985	1,720		20.9	16.8		27.5	26.9
Dec.		1,560	1,582		16.1	16.8		28.0	27.4
Oct.-Dec.		5,644	5,390						
Jan.		1,892	1,818		18.8	17.8		27.7	27.4
Feb.		1,859	1,773		18.1	18.2		27.9	27.0
Mar.		1,873	1,846		18.1	19.2		28.5	27.3
Oct.-Mar.		11,824	11,282						
Apr.		1,876	1,755		18.6	18.9		28.5	27.2
May		1,794	1,715		17.4	18.1		28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH ORANGEADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-58 (12) AGRICULTURAL MARKETING SERVICE

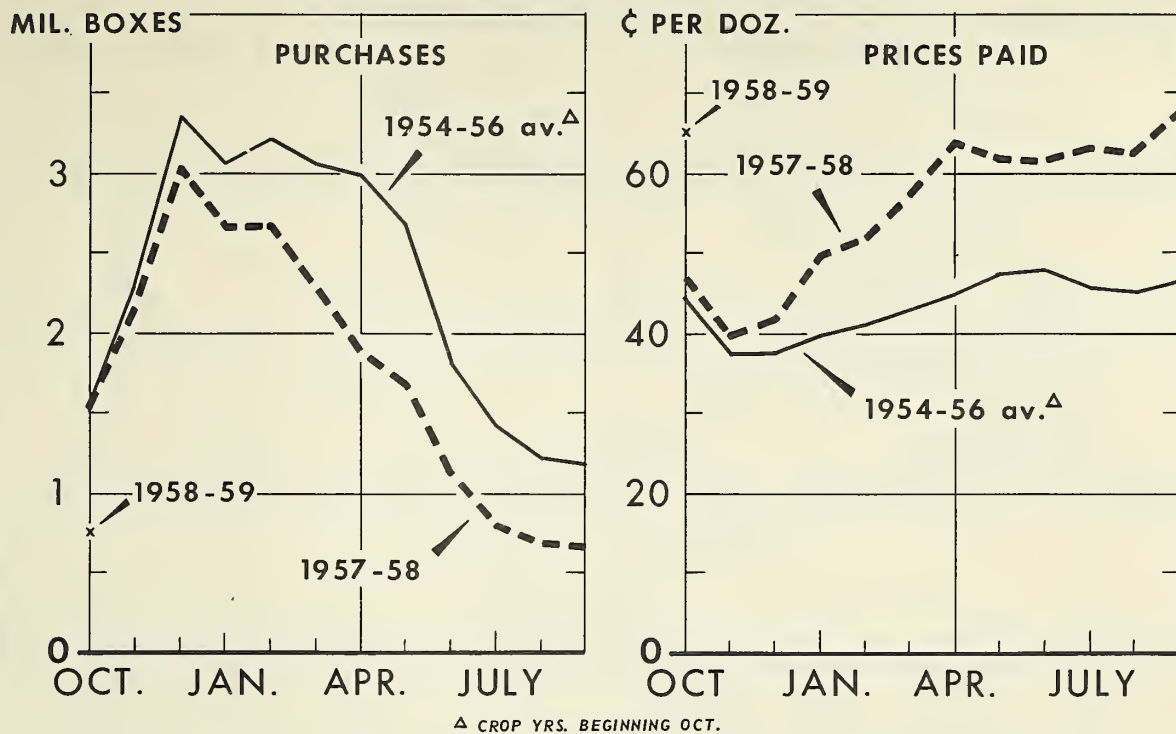
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.		518	373		3.6	3.4		27.5	27.5
Dec.		412	340		3.0	2.9		27.9	28.2
Oct.-Dec.		1,514	1,190						
Jan.		402	359		2.9	2.6		28.2	28.0
Feb.		424	383		3.2	3.2		28.2	27.8
Mar.		417	385		3.2	3.2		27.8	27.7
Oct.-Mar.		2,867	2,422						
Apr.		553	420		4.4	3.4		27.9	27.5
May		550	524		3.7	4.2		27.4	27.0
Jun.		553	581		4.1	4.8		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.

# ALL FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-58 (12) AGRICULTURAL MARKETING SERVICE

Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

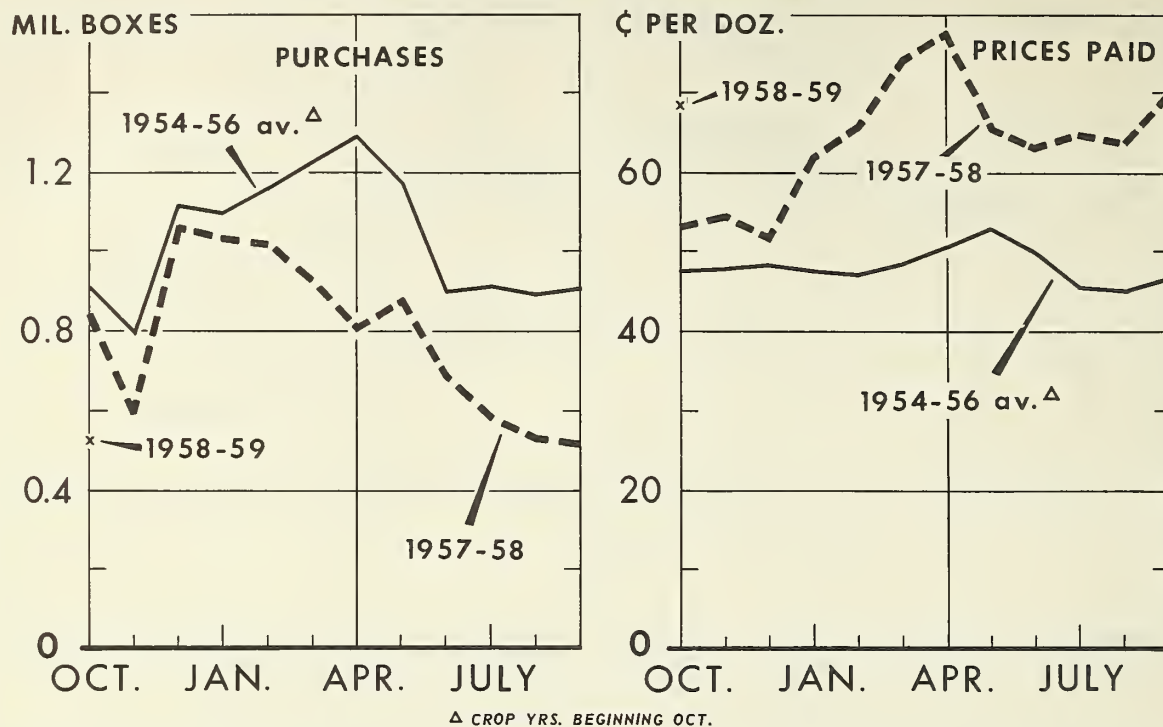
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.		2,162	2,276		36.8	37.7		39.8	37.5
Dec.		3,039	3,360		48.1	47.5		41.6	37.9
Oct.-Dec.		7,343	7,900						
Jan.		2,666	3,060		41.2	43.4		49.5	39.9
Feb.		2,670	3,214		44.0	43.7		51.9	40.9
Mar.		2,297	3,059		39.7	42.0		56.8	43.0
Oct.-Mar.		15,578	15,167						
Apr.		1,884	2,986		33.7	42.8		63.7	44.8
May		1,686	2,682		32.1	39.8		62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FRESH CALIFORNIA-ARIZONA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-58 (12) AGRICULTURAL MARKETING SERVICE

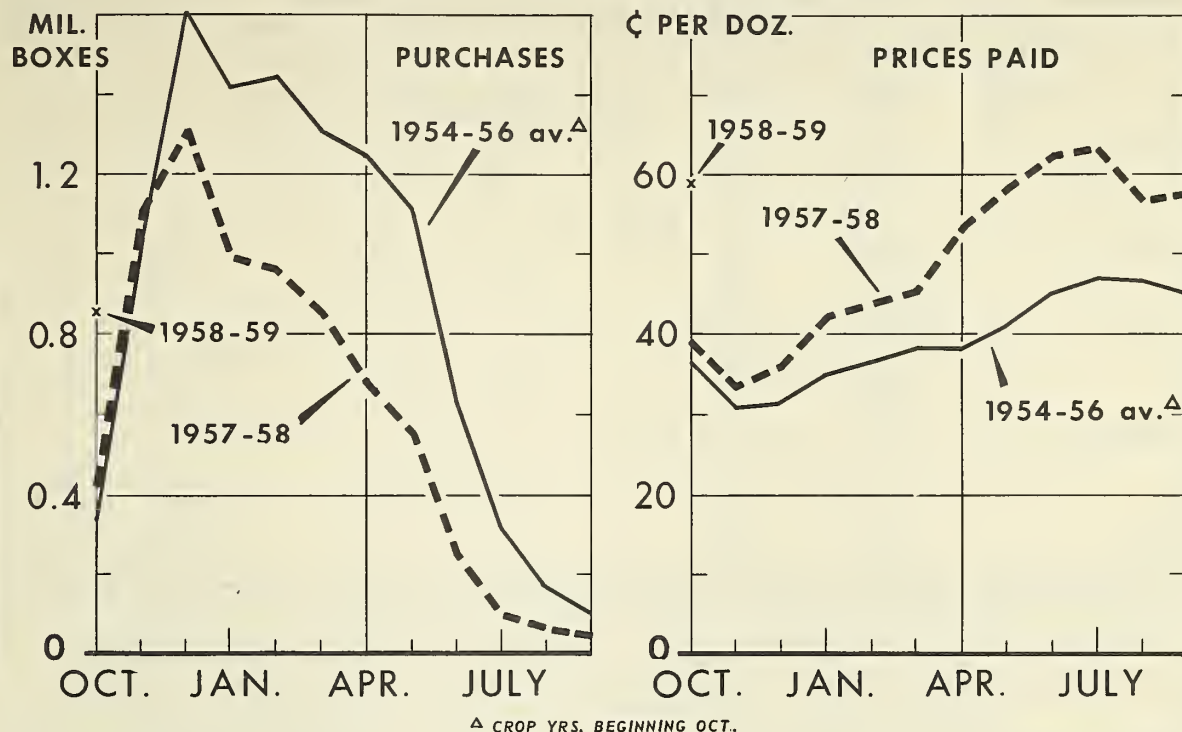
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.		593	799		13.9	18.2		54.4	47.8
Dec.		1,060	1,114		24.0	24.3		51.9	48.3
Oct.-Dec.		2,701	3,083						
Jan.		1,031	1,092		21.4	20.1		61.9	47.8
Feb.		1,017	1,159		21.6	20.5		65.8	46.9
Mar.		922	1,227		20.3	21.4		74.5	48.5
Oct.-Mar.		5,924	6,865						
Apr.		803	1,291		18.5	23.6		77.7	50.7
May		872	1,176		21.2	22.8		65.6	53.0
Jun.		685	900		17.6	21.7		62.9	50.1
Oct.-Jun.		8,515	10,453						
Jul.		587	914		13.4	19.0		64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH FLORIDA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-58(12) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.		1,114	1,043		18.4	16.4		33.4	30.9
Dec.		1,310	1,609		18.7	20.3		35.9	31.5
Oct.-Dec.		3,135	3,343						
Jan.		991	1,419		14.4	19.2		42.0	34.7
Feb.		959	1,442		16.2	18.8		43.6	36.7
Mar.		851	1,301		15.0	16.7		45.1	38.2
Oct.-Mar.		6,153	7,848						
Apr.		675	1,244		11.3	16.1		52.9	38.2
May		552	1,118		8.8	14.7		58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.		137	102		2.6	2.0		79.5	87.4
Dec.		201	163		2.8	3.4		69.1	73.0
Oct.-Dec.		535	388						
Jan.		226	198		3.3	3.0		67.0	71.3
Feb.		279	204		3.9	3.3		71.5	70.5
Mar.		281	209		3.9	3.3		71.7	71.8
Oct.-Mar.		1,390	1,052						
Apr.		283	200		4.3	3.1		79.5	71.4
May		258	178		4.8	2.8		92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

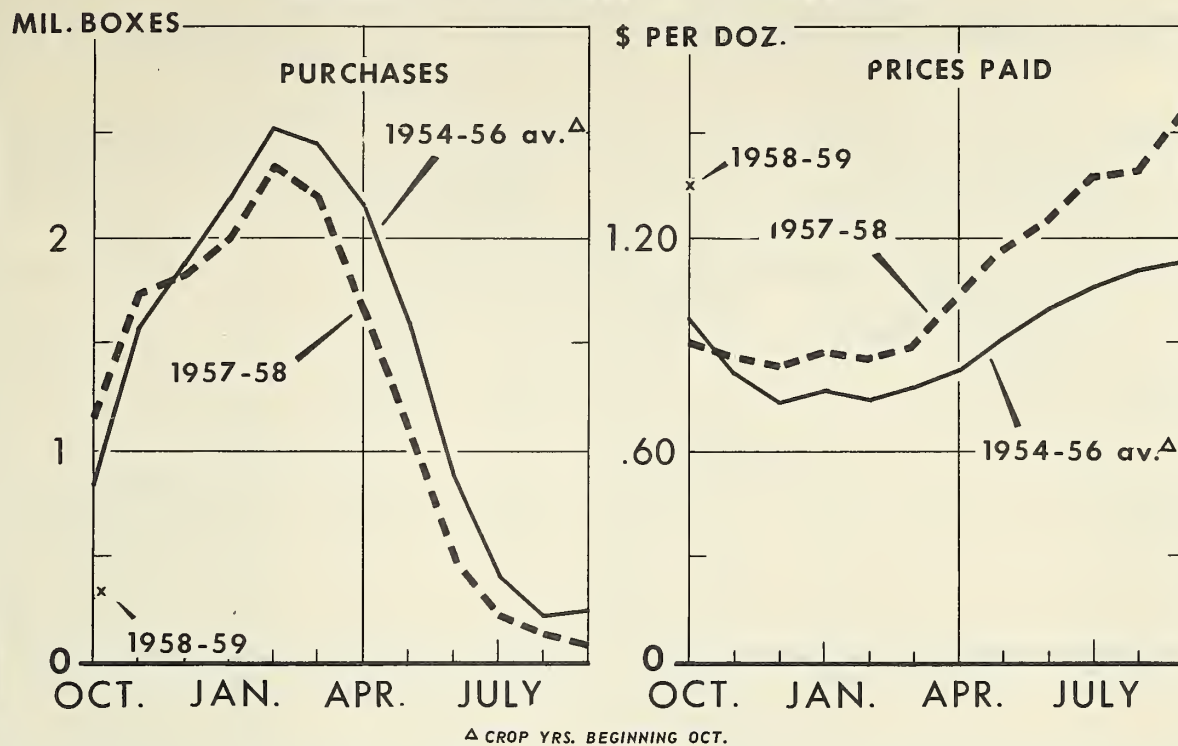
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.		1,066	920		17.0	15.8		87.5	82.8
Dec.		1,024	1,092		15.3	17.9		92.7	80.7
Oct.-Dec.		2,985	2,701						
Jan.		1,028	1,219		15.2	18.2		99.2	81.7
Feb.		1,137	1,442		17.0	19.7		97.1	78.4
Mar.		1,055	1,448		16.3	19.4		100.9	80.7
Oct.-Mar.		6,500	7,188						
Apr.		793	1,285		12.8	17.6		118.4	85.4
May		490	940		9.4	13.9		142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.



# ALL FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-58 (12) AGRICULTURAL MARKETING SERVICE

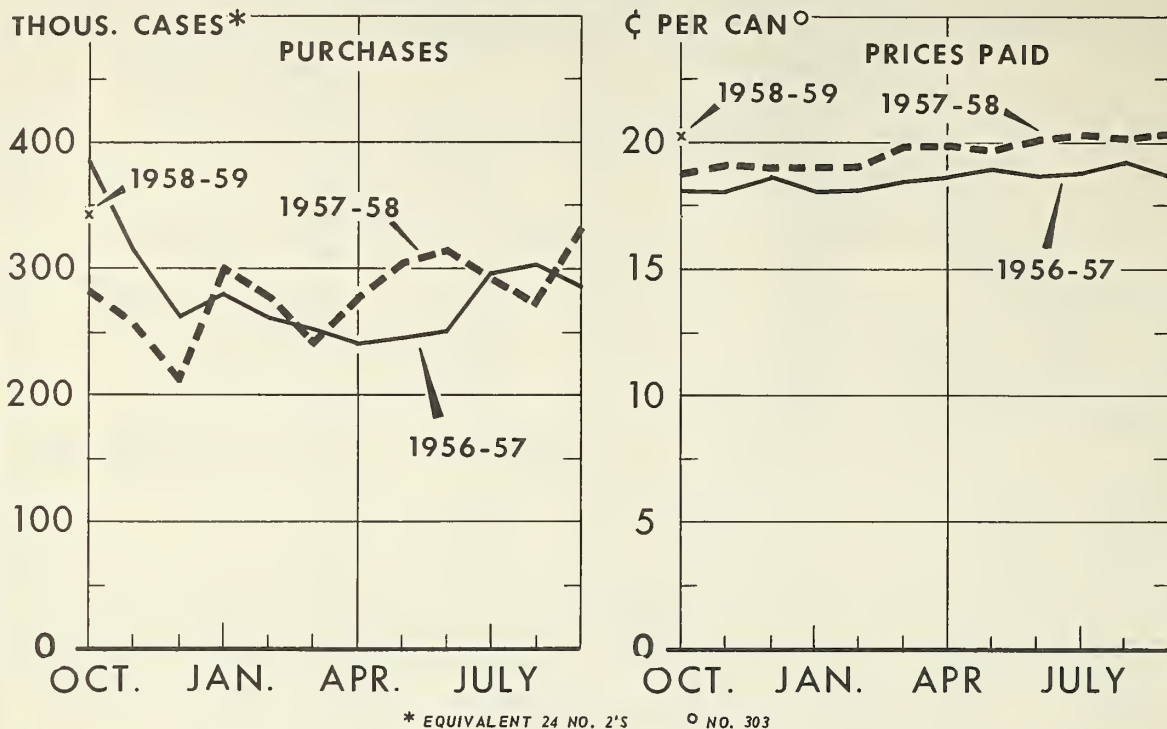
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.		1,726	1,583		26.6	24.6		85.9	82.4
Dec.		1,825	1,889		24.8	27.9		83.8	72.9
Oct.-Dec.		5,146	4,787						
Jan.		2,000	2,199		27.7	29.8		88.5	77.4
Feb.		2,336	2,526		31.4	31.8		86.1	74.3
Mar.		2,193	2,440		30.1	30.9		89.6	77.7
Oct.-Mar.		12,266	12,619						
Apr.		1,638	2,153		23.7	28.4		103.0	82.1
May		1,085	1,587		18.4	22.4		116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-58 (12) AGRICULTURAL MARKETING SERVICE

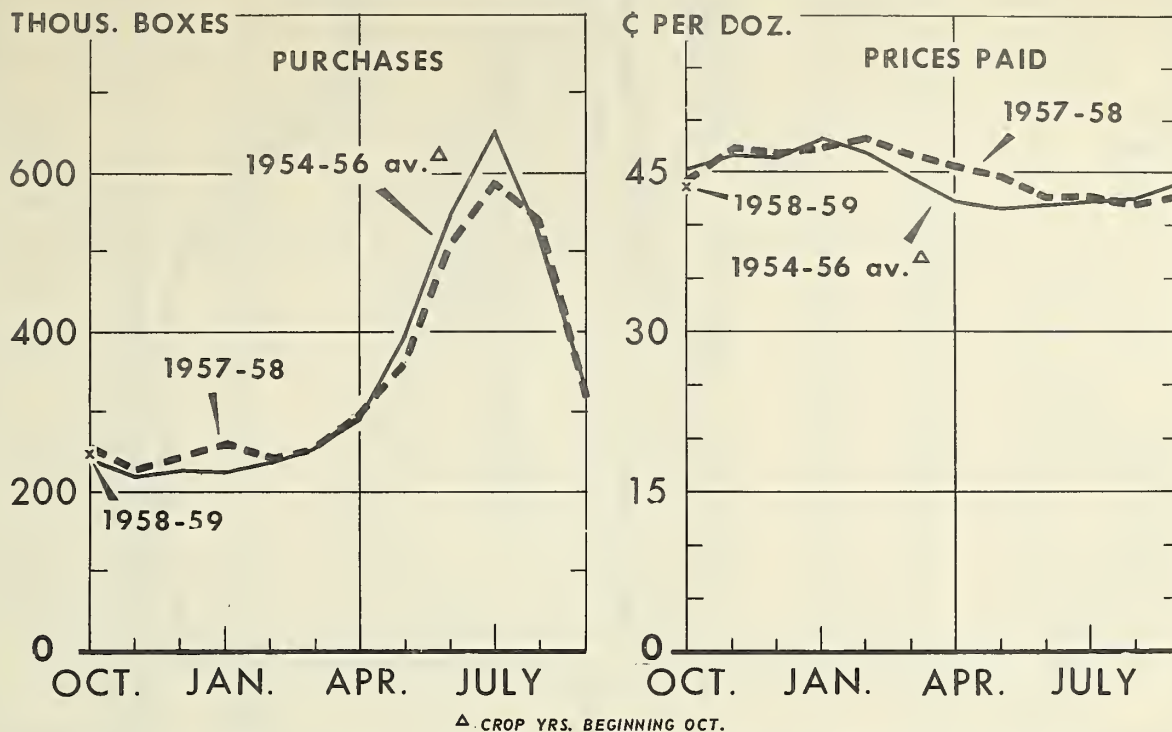
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.		256	313		4.8	5.6		19.1	18.0
Dec.		209	261		4.1	5.0		19.0	18.6
Oct.-Dec.		803	994						
Jan.		300	280		5.4	5.3		19.0	18.1
Feb.		279	260		5.3	5.0		19.0	18.1
Mar.		240	250		4.7	4.6		19.8	18.5
Oct.-Mar.		1,675	1,853						
Apr.		278	238		5.1	5.0		19.8	18.6
May		303	242		5.7	5.0		19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# FRESH LEMONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

NEG. 6659-58 (12) AGRICULTURAL MARKETING SERVICE

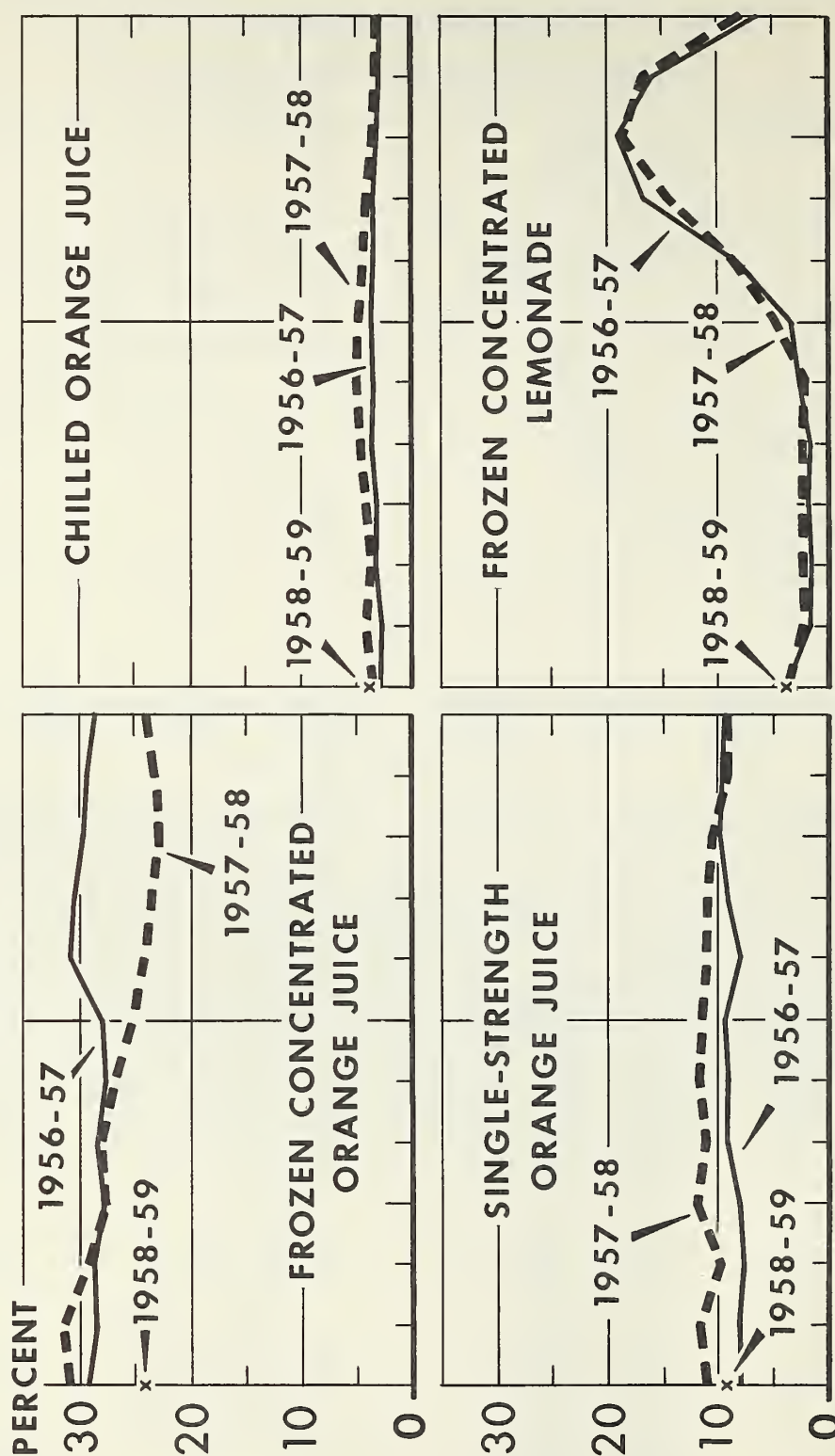
Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.		226	221		16.0	17.2		47.1	46.6
Dec.		243	227		17.1	17.1		46.6	46.4
Oct.-Dec.		790	757						
Jan.		261	223		17.6	16.5		46.9	48.1
Feb.		242	238		18.0	17.2		47.8	46.4
Mar.		251	251		17.2	17.8		46.5	44.5
Oct.-Mar.		1,604	1,528						
Apr.		295	293		19.3	19.5		45.2	42.3
May		363	394		21.7	21.9		44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

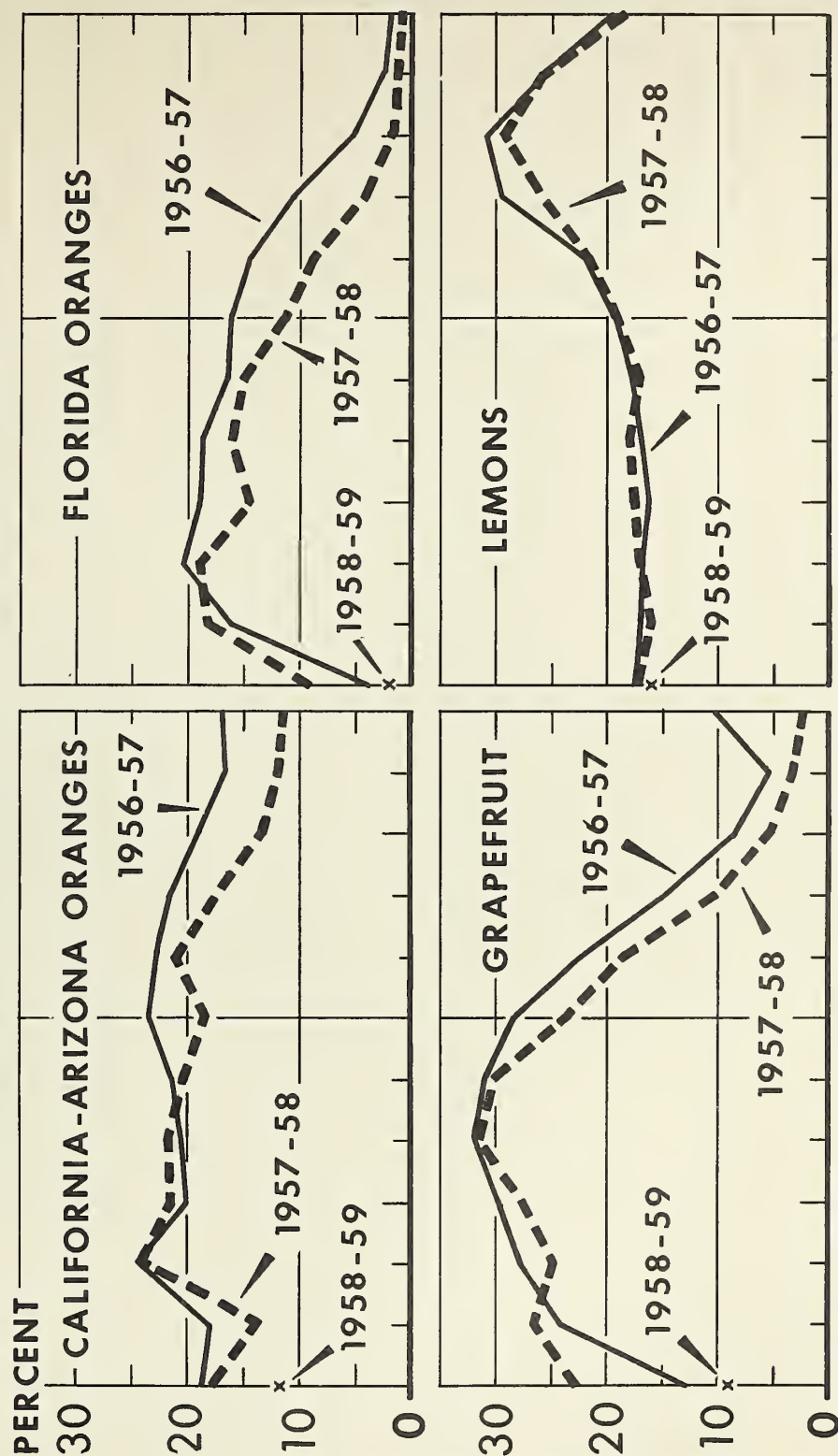


# PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

# PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



OCT. JAN. APR. JULY OCT. JAN. APR. JULY







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